

NIKI TRAN

CONTACT

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EDUCATION

UC San Diego
B.S. Cognitive Science
Human Computer
Interaction
Dec 2019

TOOLS

Figma
Sketch
Webflow
Adobe XD
Photoshop
Illustrator
Loop11
Hotjar

SKILLS

User Research
Wireframing
Prototyping
Usability Testing
Contextual Inquiry
System Design
Responsive Design
User Interface Design
HTML/CSS
Illustration

EXPERIENCE

Filtrous & CovX Labs • UX/UI Designer

Mar 2021 – Present | San Diego, CA

- Increase customer acquisition & retention by improving usability, functionality, & desirability of B2B e-commerce website/services
- Collaborate cross-functionally to streamline communication, digitize service operations, & optimize internal systems for COVID-19 testing

American Youth Literacy Foundation • UX Testing Lead

Dec 2020 – Apr 2021 | Remote

- Plan, conduct, & oversee research plans using methodologies such as remote usability testing, interviews, surveys, etc.
- Discover insights & develop solutions that drive short-term & long-term scalability of Funetix, a children's reading app

Global Ties • UX Design Team Lead

Sept 2019 – Dec 2019 | San Diego, CA

- Overhaul content, structure, & UI of educational children's game to implement developmentally appropriate design and focused exploration strategy
- Conduct usability testing to enhance user engagement & educational efficacy of the overall game

APIMEDA Programs & Services • Design Assistant

Feb 2018 – Sept 2019 | San Diego, CA

- Translate needs of Asian Pacific Islander Middle Eastern Desi American (APIMEDA) students into resources & marketing material
- Coordinate & lead programs that foster community development & coalition building in the APIMEDA community

the LAB Dance Community • UX Designer

Jan 2019 – Mar 2019 | San Diego, CA

- Convert user research & interview insights into meaningful branding & use cases to enhance discovery process of resources provided
- Lead design of responsive website & devise content strategy based on user feedback loop that will drive the LAB's recruitment rate & visibility